DECEMBER 9, 1985

CableVision

THE NEWS AND FEATURES WEEKLY OF THE CABLE TELEVISION INDUSTRY

TCI UNVEILS C-BAND DIRECT PLANS

WESTERN SHOW HIGHLIGHTS CUSTOMER SERVICE CHALLENGE

PAY PER VIEW VENDORS JOCKEY FOR POSITION

RCA ESTABLISHES NBC CABLE NEWS SUBSIDIARY

AWARDS FOR CABLE EXCELLENCE: HBO GARNERS 25 TROPHIES

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LEADING THE WEEK

TCI is first 11
Offering a package of 10 basic and five premium programming services, Tele-Communications Inc. has become the first cable operator to develop a strategy for marketing scrambled programming to owners of C-band back-yard dish owners.

Pay-Per-View talk 12
Pay-per-view was the hot topic at the 17th annual Western Show, with several companies making major PPV announcements and operators expressing enthusiasm for the future of PPV as a source of revenue.

Meeting the challenge 12
"... the challenge is to improve the job, of customer service, of answering our phone, of sending out a correct bill, of having good signals at the home," according to Falcon Communications President Marc Nathanson during the opening panel of the 17th annual Western Show.

Another player 14
NBC Cable News is looking to offer head-to-head competition for CNN and CNN Headline News by promising a no-nonsense approach to news and five-year rate protection to MSOs.

Disney, USA to scramble 16
The Disney Channel and USA Network have announced that they will scramble their signals using M/A-COM's VideoCipher II technology, with both services looking to scramble through M/A-COM's DBS Control Center.

For investment purposes 16
As the dust settled on last week's market activity in Viacom common shares, it was revealed that two executives of JMB Realty own 13.45 percent of Viacom's outstanding stock.

Pole attachments 19
Recent U.S. Court of Appeals decisions on cable television pole attachments could cost the industry hundreds of millions of dollars, according to panelists at the Western Show.

Compulsory license 20
Calling it "one of the last roadblocks to deregulation," FCC Commissioner Dennis Patrick discussed his advocacy of a repeal of the compulsory license at a luncheon gathering of the Western Show.

AMC pushes for one million 28
With recent new affiliate agreements with five major MSOs and its extensive new marketing campaign, Rainbow Program Enterprises is looking for its American Movie Classics to reach the one million subscriber mark within the year with such titles as *Lolita*.

TOPICS

On Demand 32
In a move to get operators to try out their products, Jerrold and Business Systems Inc., have said they will begin providing turnkey pay-per-view set-ups, with no capital investment charges.

33
In June AT&T will establish a toll-free 800 number exclusively for pay-per-view order entry which will be tested in Viacom's 36,000 addressable sub Milwaukee system offering Viewer's Choice PPV programming.

Marketing/Advertising 36
The need for cable operators to reassess their business practices to reflect the marketing challenge which confronts them, as well as how to project revenues and allocate funds to start up a local ad sales department were the thrusts of two panels at the Western Show this past week.

Business 37
The consensus of a panel examining industry trends at last week's Western Show is that today's largest MSOs will continue to acquire more system until the industry is controlled by a group of 25 major operators.

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On the cover
Shelley Duvall and Joe Piscopo co-hosted the seventh annual Awards for Cable Excellence under the auspices of the National Academy of Cable Programming. In all, ACEs were presented in 43 categories at the ceremony at the Beverly Theatre in Beverly Hills. HBO came away the top network winner with 25 awards.

CABLE STATS

Cable Industry Growth Chart

YEAR	TVHH	Homes Passed	Basic Subscribers	% of TVHH	Pay Subscribers	% of TVHH
1990E	93,900,000	81,783,000	50,706,000	54	32,959,000	35
1989E	92,800,000	79,109,000	48,256,000	52	30,883,000	33
1988E	91,000,000	75,833,000	45,500,000	50	28,665,000	32
1987E	89,300,000	71,137,000	41,971,000	47	26,022,000	30
1986E	87,800,000	68,121,000	39,510,000	45	24,101,000	27
1985E	86,000,000	64,500,000	36,120,000	42	21,672,000	25
1984	84,600,000	59,989,000	32,994,000	39	19,764,000	23
1983	83,500,000	53,641,000	30,300,000	36	17,877,000	21
1982	82,800,000	49,100,000	28,200,000	34	15,898,000	19
1981	80,700,000	44,000,000	22,596,000	28	11,804,000	15
1980	77,800,000	37,300,000	18,672,000	24	7,780,000	10
1979	76,300,000	32,700,000	16,023,000	21	5,341,000	7
1978	74,500,000	27,200,000	14,155,000	19	2,980,000	4
1977	73,300,000	24,894,000	13,194,000	18	1,466,000	2
1976	71,114,000	21,989,000	12,094,000	17	505,000	1
1975	69,600,000	19,900,000	11,136,000	16	N/A	N/A

Source: CableProFile Data Base, INTERNATIONAL COMMUNICATIONS RESEARCH

Cable barometer

Television households (TVHH) 84,233,330

Homes passed by cable (HP).....58,274,000

Percent of TVHH passed by cable 69.2%

Basic cable subs 32,761,000

Percent of TVHH with basic cable 38.9%

Percent of HP with basic cable.....56.2%

Pay cable subs 19,624,000

Percent of TVHH with pay cable.....23.3%

Percent of HP with pay cable.....33.7%

Percent of basic subs with pay cable 59.9%

Source: CableProFile Data Base, INTERNATIONAL COMMUNICATIONS RESEARCH

Satellite lineup

Satcom III-R (RCA Americom) — **Transponder**

Arts & Entertainment 24
BET 20
CBN Cable Network 8
Cinemax (West) 23
ESPN (Blackout) 7
Eternal Word Television Network 12
Financial News Network 4
Genesis Storytime 8
HBO (West) 13
HTN 16
Home Shopping Network 22
The Learning Channel 16
Lifetime 17
MSN – The Information Channel 22
MTV 11
National Jewish Television 18
Nickelodeon 1
PTL 2
Reuter Monitor Service 18
Seeburg Lifestyle Music 3
Showtime (West) 10
SPN 6
Studioline 19
TV Decisions 24
The Learning Channel 16
Trinity Broadcasting Network 3
USA Cable Network 9
(during blackout) 22
Video Hits One 15
Viewer's Choice 5
The Weather Channel 21

Satcom IV (RCA Americom) — **Transponder**

American Movie Classics 10
Biznet 6
Bravo 2
Commerce Satellite Network 3
Home Sports Entertainment 11
Home Team Sports 22
Madison Square Garden 6
National Christian Network 7
New England Sports Network 13
Nickelodeon (West) 4
Nostalgia Channel 21
Odyssey 23
The Playboy Channel 12
The Silent Network 16
SportsVision 9
WPIX – New York 19

Westar III (Western Union) — **Transponder**

CNN 5

Westar IV (Western Union) — **Transponder**

Atlantic City Horse Racing 6
Cable News Network (CNN) 16
Catholic Telecommunications Network of America 13
Public Broadcasting Service 15, 17, 21, 23
Texas State Network 2
Word of Faith Satellite Network 6

Westar V (Western Union) — **Transponder**

Fantasy Unrestricted Network (FUN) 23
FUN Weekend Pay-per-view 24
The Meadows Racing Network 22
Pro-Am Sports System (PASS) 14
The University Network 2

Telstar 303 (AT&T) — **Transponder**

American Extasy 19
Country Music Television (CMTV) 18
KTVT-Dallas 22
SelecTV 14

Galaxy I (Hughes) — **Transponder**

CBN Cable Network 11
Cinemax (East) 19
CNN 7
CNN Headline News 8
C-SPAN 13
The Discovery Channel 22
The Disney Channel (East) 4
(West) 24
EPG 1
ESPN 9
GalaVision 20
HBO (East) 23
Keyfax National Teletext Magazine 18
Moody Broadcasting Network 3
The Movie Channel (East) 10
(West) 14
The Nashville Network 2
PTL 17
Showtime (East) 5
SIN 6
Studioline 13
WGN 3
WOR-TV 15
WTBS 18

Spacenet I (GTE) — **Transponder**

ACTS 15

Note: A company name in parentheses following a service or network designates the transponder owner.
Source: International Thomson Communications Inc

Top 100 MSOs

Rank	Multiple system operator	Basic subs	
1	Tele-Communications Inc	3,660,958	12.8%
2	American Television and Communications Corp	2,500,000	12.8%
3	Group W Cable	2,162,000	10.8%
4	Storer Cable Communications	1,921,000	9.8%
5	Cox Cable Communications	1,473,647	7.8%
6	Warner Amex Cable Communications Inc	1,158,505	10.8%
7	Continental Cablevision	1,064,000	10.8%
8	Times Mirror Cable Television Inc	996,606	16.8%
9	United Cable Television	943,000	10.8%
10	Newhouse Broadcasting	925,000	7.8%
11	Viacom Cablevision	820,000	11.8%
12	UA Cablesystems Corp	743,000	7.8%
13	Sammons Communications Inc	665,000	7.8%
14	Cablevision Co	591,913	10.8%
15	Rogers Cablesystems Ltd	546,568	16.8%
16	Heritage Communications Inc	543,450	10.8%
17	Jones Intercable Inc	537,000	10.8%
18	Comcast Cable Communications	505,000	10.8%
19	Telecable Corp	445,000	7.8%
20	McCaw Communications	442,000	7.8%
21	Capital Cities Cable Inc	435,000	7.8%
22	Prime Cable Corp	431,220	7.8%
23	American Cablesystems Corp	417,631	10.8%
24	Wometco Cable TV Inc	408,427	7.8%
25	Centel Cable Television Company	405,218	7.8%
26	New Channels Corp	390,581	7.8%
27	Daniels & Associates	292,492	10.8%
28	TCA Group	279,158	7.8%
29	Cablevision Industries	269,743	16.8%
30	Multimedia Cablevision Inc	268,000	7.8%
31	Maclean Hunter Cable TV Ltd	247,497	7.8%
32	Falcon Cable TV	245,000	16.8%
33	Scripps Howard	234,111	16.8%
34	Tele-Scripps	220,000	11.8%
35	Tribune Cable Communications	218,124	7.8%
36	Colony Communications Inc	216,920	11.8%
37	Adelphia Communications	198,285	7.8%
38	Rollins Cablevision Inc	197,500	7.8%
39	Century Communications Corp	192,025	16.8%
40	Service Electric Cable TV Inc	189,000	7.8%
41	Communications Service Inc	179,000	7.8%
42	Western Communications	176,843	10.8%
43	T&R Cable Co	169,000	7.8%
44	Cablentertainment	168,000	7.8%
45	TCI Taft	163,000	16.8%
46	Sutton Capital Group	160,248	7.8%
47	Adams Russell Communications	145,962	7.8%
48	Harte-Hanks Communications	140,569	16.8%
49	Harron Communications	139,634	7.8%
50	Rifkin & Associates	99,673	10.8%
51	Buckeye Cablevision	82,925	7.8%
52	Harris Cable Corp	119,001	10.8%
53	Midwest Video Corp	118,102	12.8%
54	Lenfest Group	114,932	7.8%
55	Greater Media Cable	113,491	7.8%
56	Televents Inc	112,000	7.8%
57	Armstrong Utilities	110,291	7.8%
58	Summit Communications	102,979	7.8%
59	U.S. Cable Corp	98,000	7.8%
60	Cencom Cable Associates Inc	97,749	16.8%
61	Communications Systems Inc	93,000	14.8%
62	Multi-Channel TV Cable Co	91,230	7.8%
63	Simmons Communications	90,942	11.8%
64	McDonald Group	90,079	16.8%
65	King Videocable Co	87,394	7.8%
66	The Essex Group	87,000	7.8%
67	Booth Communications	84,482	16.8%
68	McClatchy Newspapers	81,783	7.8%
69	Media General Corp	81,429	7.8%
70	WEHCO Video Inc	80,692	7.8%
71	Marcus Communications	80,601	10.8%
72	Palmer Communications	80,449	7.8%
73	Perry Cable TV Corp	80,146	7.8%
74	Cable Management Associates	77,081	7.8%
75	Sonic Communications	74,316	14.8%
76	Omega Communications	74,233	16.8%
77	Midcontinent Cable Systems Co	73,235	16.8%
78	Susquehanna Broadcasting	71,228	7.8%
79	Pegasus Services Inc	69,133	16.8%
80	Clear TV Cable Associates Ltd	68,458	14.8%
81	Omni Cable TV Corp	68,169	16.8%
82	Selkirk Communications	68,150	7.8%
83	National Telecommunications Corp	68,000	10.8%
84	Marsh Media	57,698	7.8%
85	Helicon Corp	56,000	7.8%
86	Northland Communications Corp	55,000	7.8%
87	The Daily Press	54,000	14.8%
88	Masada Corp	53,000	7.8%
89	Acton Corp	53,268	7.8%
90	United Video Management	50,803	7.8%
91	First Carolina Communications Inc	49,129	7.8%
92	Communicom	47,694	11.8%
93	Wisconsin Cablevision and Pfatlin Co. Inc	47,444	7.8%
94	Tele-Media	44,506	7.8%
95	Bresnan Communications	44,476	7.8%
96	Joseph Gans Cable T.V.	43,858	11.8%
97	State Cable TV	43,640	18.8%
98	Chamber Communications Corporation	43,466	7.8%
99	Douglas Cablevision	41,702	18.8%
100	Cable Holdings Inc	40,200	14.8%

Subscriber counts are provided by MSOs and systems to International Thomson Communications Inc. Figures will be updated quarterly unless information is provided by MSOs or systems. Send updates to CableVision: Attention Cable Stats, P.O. Box 5208 T.A., Denver, CO 80217.

Top 100 systems

Rank	Location	Operator	Basic subs	
1	San Diego, CA	Cox Cable	259,240	7.8%
2	Woodbury (Long Island), NY	Cablevision Co	242,614	7.8%
3	Manhattan, NY	ATC	206,900	11.8%
4	Florida Division (Orlando/Ormond Beach)	ATC	195,700	11.8%
5	San Antonio, TX	Rogers Cablesystems	190,076	16.8%
6	Houston, TX	Warner Amex	189,000	7.8%
7	East Orange, NJ	Maclean Hunter	174,913	7.8%
8	Honolulu, HI	ATC	136,400	11.8%
9	Phoenix, AZ	Times Mirror	134,000	7.8%
10	Louisville/Jeff Co., KY	Storer Communications	131,539	16.8%
11	Wayne, NJ	UA Cablesystems	130,000	7.8%
12	Cincinnati, OH	Warner Amex	127,000	7.8%
13	Tulsa, OK	United Cable	126,000	10.8%
14	Englewood, CO	United Cable	123,000	10.8%
15	Plainville/Hartford	United Cable	120,000	10.8%
16	Manhattan, NY	Group W Cable	120,000	7.8%
17	Audubon, NJ	New York Times	117,175	7.8%
18	Tidewater (Norfolk), VA	Cox Cable	114,475	7.8%
19	Atlanta, GA	Prime Cable	113,000	7.8%
20	Rochester, NY	ATC	112,000	11.8%
21	Baltimore County, MD	Comcast Cable	112,000	7.8%
22	Erie County, NY	Prime Cable Corp	110,616	7.8%
23	Jacksonville, FL	Continental	110,000	16.8%
24	Seattle, WA	Group W	108,500	10.8%
25	San Jose, CA	Cox Industries	107,200	7.8%
26	Memphis, TN	ATC	106,000	11.8%
27	Toledo, OH	Buckeye Cablevision	104,000	16.8%
28	Central Islip (Long Island), NY	Viacom	103,000	7.8%
29	San Juan, PR	Harron Cable Corp	102,875	10.8%
30	Austin, TX	ATC	102,500	11.8%
31	Charlotte, NC	ATC	101,700	11.8%
32	Jefferson Parish/Kenner, LA	Cox Cable	96,000	7.8%
33	San Francisco, CA	Viacom	93,000	7.8%
34	San Diego, CA	ATC	92,100	11.8%
35	Seattle, WA	Viacom	92,000	7.8%
36	Warren, NJ	T&R Cable	90,000	7.8%
37	Dallas, TX	Heritage	90,546	10.8%
38	Los Angeles, CA	Falcon Communications	88,132	7.8%
39	Washington, DC	Rollins Cablevision	87,000	7.8%
40	Grand Rapids, MI	UA Cablesystems	85,000	7.8%
41	Pompano, FL	American Cablesystems	84,638	10.8%
42	Jackson, MS	ATC	80,700	11.8%
43	Wichita, KS	Multimedia Cablevision	80,154	7.8%
44	Dade/Broward, FL	Storer Cable	79,173	7.8%
45	Pittsburgh, PA	Telecommunications Inc	78,646	7.8%
46	New Orleans, LA	Cox Cable	78,017	7.8%
47	Clearwater, FL	Viacom Cable	76,600	7.8%
48	Boston, MA	Cablevision	75,324	7.8%
49	Baton Rouge, LA	Daniels & Associates	74,467	14.8%
50	Richmond/Henrico, VA	Continental	73,230	7.8%
51	South Texas, TX	Heritage Communications	72,934	7.8%
52	Flint, MI	Comcast Cable	72,700	7.8%
53	Indianapolis, IN	Indianapolis Cablevision	72,196	14.8%
54	Tacoma, WA	Cable TV of Puget Sound	72,130	7.8%
55	Cleveland Heights, OH	Viacom	70,000	7.8%
56	Greensboro, NC	ATC	69,200	11.8%
57	South Bend, IN	Heritage Communications	69,012	7.8%
58	Santa Monica, CA	Group W	68,000	10.8%
59	Fairfax, VA	Media General	67,765	7.8%
60	Omaha, NE	Cox Cable	67,530	7.8%
61	Raleigh, NC	ATC	66,800	11.8%
62	Nashville, TN	Viacom	65,000	7.8%
63	Kansas City, MO	ATC	63,800	11.8%
64	Columbus, OH	Warner Amex	63,678	7.8%
65	St. Petersburg, FL	Group W	63,500	10.8%
66	Buffalo, NY	Telecommunications Inc	63,398	7.8%
67	Akron, OH	Warner Amex	63,300	7.8%
68	Boston Complex/Malden, MA	Warner Amex	63,180	7.8%
69	Hartford, CT	Times Mirror Cable	62,882	7.8%
70	Monterey, CA	Western Communications	62,847	11.8%
71	Binghamton, NY	New Channels Corp	62,834	7.8%
72	Syracuse/suburbs, NY	New Channels Corp	62,834	7.8%
73	Oklahoma City, OK	Cox Cable	62,751	7.8%
74	Fayetteville, NC	ATC	62,100	11.8%
75	Allentown, PA	Service Electric	62,000	7.8%
76	El Paso, TX	Group W	62,000	10.8%
77	Las Vegas, NV	Times Mirror Cable	61,892	7.8%
78	Madison, WI	Telecommunications Inc	61,025	14.8%
79	Snohomish County, WA	Viacom	61,000	7.8%
80	New Haven, CT	Storer Cable	60,682	7.8%
81	Sarasota, FL	Storer Cable	60,631	7.8%
82	Albany, GA	Storer Cable	60,254	7.8%
83	West Palm Beach, FL	Group W	60,000	7.8%
84	Mt. Prospect, IL	Cablevest	60,000	7.8%
85	Sarasota, FL	Storer Cable	59,967	7.8%
86	Santa Barbara, CA	Cox Cable	59,932	7.8%
87	Des Moines, IA	Heritage Communications	59,850	7.8%
88	Birmingham, AL	ATC	59,400	11.8%
89	Ft. Worth, TX	Sammons Communications	59,000	7.8%
90	Oakland County, MI	United Cable	59,000	10.8%
91	Harrisburg, PA	Sammons Communications	58,600	7.8%
92	New Britian, CT	United Cable	58,282	11.8%
93	Bridgeport, CT	Cablevision Co. / Scripps Howard	57,886	7.8%
94	Indianapolis, IN	ATC	57,100	11.8%
95	Charleston, SC	Storer Cable	56,860	10.8%
96	Chicago Suburbs (Oak Park), IL	Cablevision Co	56,700	7.8%
97	Albuquerque, NM	Tribune Cable	56,705	7.8%
98	Stamford/Fairfield, CT	Cablevision Co	56,064	7.8%
99	Westchester County (New Rochelle), NY	UA Cablesystems	56,000	7.8%
100	Chatsworth, CA	Valley Cable	55,904	15.8%